

Rajiv Gandhi University of Health Sciences, Karnataka
IV Semester Bachelors in Hospital Administration Degree Examination - 09-
May-2025

Time: Three Hours

Max. Marks: 80

STRATEGIC MANAGEMENT - (RS)

Q.P. CODE: 3243

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two)

2 x 10 = 20 Marks

1. Define strategic management. Explain its benefits and limitations
2. What do functional plans and policies relate to? Why are these plans and policies significant for strategy implementation?
3. Describe the techniques for strategic control

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Describe the concept of retrenchment strategies
5. Explain need for strategic management
6. Briefly explain social responsibility of business towards consumers
7. Write a note on key success factors
8. Explain expansion strategy. When is this strategy adopted?
9. Write a note on social audit
10. Describe the elements of SWOT analysis
11. Write a short note on strategic plan
12. Explain the different aspects of strategy implementation
13. Discuss different types of diversification? What are their advantages and disadvantages?

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. SBU
15. What is organizational culture?
16. What is meant by Horizontal Merger?
17. What do you mean by business policy?
18. What is corporate strategy?
19. What do you understand by policy making?
20. What is forward integration?
21. What is procedure?
22. Define "Mission" in your own words
23. What are business level strategies?
24. What is functional structure?
25. What is key result area?
